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MARKET NEWS BY WIRELESS



A lady hands a radio market news report to a 1923 broadcaster. BN-23679

A PICTORIAL HISTORY OF BROADCAST MARKET NEWS

Market news is a service which the U.S. Department of Agriculture has been furnishing to agricultural producers and marketers for a half century. The first market news report was made in 1915 to give prices and market conditions of strawberries at Hammond, Louisiana.

The reports today provide information on prices, supply, and market conditions on all major agricultural products. The service is now conducted through about 220 field offices in important producing areas, major assembly and terminal markets and food distribution centers. The information helps people throughout the country make decisions for buying, selling, producing and ordering agricultural products.

Although market news is, and has been disseminated by means of mimeographed reports, newspapers and publications,

The service early in its history began to use the broadcast media as an important means of getting up-to-date, accurate reports to the agricultural industry. Radio market news began in 1921, the same year that commercial radio came into being.

These pictures tell that story.

George Biggar, then of Station WLS, Chicago, is shown broadcasting a report in the early 1920's. BN-23670





⏏ Sometimes the whole family gathered around the receiving set.
S-4849-C

Farmers poked the “cat’s whisker” of their crystal sets around on a piece of quartz until they picked up the reports . . . and then listened intently. The information they heard through their earphones helped them decide what to raise and when to sell. This farmer was listening to a 1923 broadcast from Washington, D.C. BN-2592



⏏ Since businessmen in many professions needed the marketing information, banks such as this one of 1923 in Raymond, Illinois, established “listening rooms” for them. Many people didn’t have radios of their own then. BN-23668

This is an early market news office in Chicago, equipped to handle mimeo-⏏ graph and radio market news. BN-23680



Today, as yesterday, market news begins with the market news reporter, who obtains prices, evaluates them, and disseminates them—by any means possible—as a service to agriculture. Twenty thousand miles of teletypewriter wire flash price reports from one coast to another in minutes, and reports are broadcast daily

over hundreds of radio and television stations. Market news is provided by the Agricultural Marketing Service of the U.S. Department of Agriculture in cooperation with many State departments of agriculture and local press and broadcast media. N-55175



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